

JOHN H. DOWNS
ROBERT D. RACHLIN
ALLEN MARTIN

LAW OFFICE OF
DOWNS & RACHLIN
85 MAIN STREET
ST. JOHNSBURY, VT. 05819

TELEPHONE
AREA CODE 802
748-3188
748-3189

May 4, 1970

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Mr. Joseph F. Cullman, III, Chairman
Executive Committee
The Tobacco Institute
Philip Morris Inc.
100 Park Avenue
New York City, New York 10017

Dear Mr. Cullman:

The Tobacco Institute ad contained in
Sunday's New York Times was read with interest.

Personally I have not smoked cigarettes
for seven years, and believe that there is substance
to the claim by the American Cancer Society that there
is a causal connection between cigarette smoking and
lung cancer. I have been a regular contributor to the
Cancer Society. However, my lawyer's sense of objectivity
and fair play makes me ask some questions.

You condemn the Cancer Society for the
publicity given on February 5 and yet you give battle
at the same level by your ad in the Times.

If you sincerely believe the point you
are suggesting - the possible invalidity of the test
behind the Society's publicity - why don't you take the
American Cancer Society to Court?

The Cancer Society's suggested remedy that
you conduct your own tests is ridiculous. As you point
out, it would take three and a half years, and during
that time you could be put out of business while trying
to prove your innocence.

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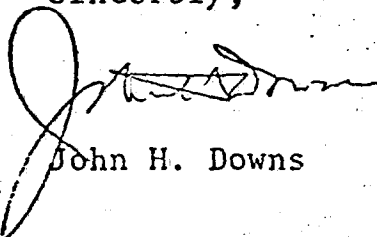
I know of no legal sanctuary that permits a non-profit corporation to conduct itself in such a manner (unless it is on sound ground) that it can effectually eliminate or at least seriously damage a substantial segment of our economy.

As you point out, its source of funds almost makes it a public trust, so to speak. As one of those most vitally affected by its work, you should be entitled to any information you want from such an organization, as should anyone else, within reason.

Your continued failure to do more than answer the Cancer Society with ads would seem to lend substance to its allegations.

By the way, are you related to Lewis Cullman, Yale 1941, a classmate of mine?

Sincerely,



John H. Downs

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cc: Mr. William B. Lewis
American Cancer Society
219 E. 42nd Street
New York, New York 10017

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